

Chocolate Confectionery in South Africa

Market Direction | 2024-07-31 | 22 pages | Euromonitor

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Report description:

Chocolate confectionery in South Africa is set to maintain retail current value growth in 2024. However, this growth is due to price rises as a result of high food inflation, with retail volume sales expected to continue to decline in this year. With rising prices and constrained household budgets, some consumers have been reducing their spending on non-essential items, including chocolate confectionery. In response to this, many brands have been seeing declining sales, and are having to employ...

Euromonitor International's Chocolate Confectionery in South Africa report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Boxed Assortments, Chocolate Pouches and Bags, Chocolate with Toys, Countlines, Other Chocolate Confectionery, Seasonal Chocolate, Tablets.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Chocolate Confectionery market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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Polarisation, as premium and value for money offerings are favoured

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